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WMSE Undergoes Changes

by Ron Eveland

WMSE began in 1979 with a \$40,000 grant from Everett Cobb, the former owner of a radio station in Reno, Nevada. At that time it was a station run strictly by volunteer MSOE students. Doug Geran began as the first paid manager "when things got a little out of hand."

Since the fall of 1983, the station manager of WMSE has been Bob Betts, who has seen the station through some changes. Among them, censorship of certain "alternative" music, the elimination of broadcasts from midnight to 6 a.m., and the training of new d.j.'s and current d.j.'s.

Betts emphasized that the elimination of certain music was done to remove the "raunchy and satanic" that often "advocated violence." He stressed that this type of music is not worth the problems that were created by it.

WMSE's emphasis, Betts stated, is still on alternative music, which is played by various d.j.'s from 12 noon until 10 p.m., and he believes that the current d.j.'s are "doing a good job giving local music a boost" during their 1-3 hour shifts. Although WMSE has done some "shifting and some fine tuning," Betts cautioned, "it is still perceived as the Milwaukee alternative rock station."

A recent survey conducted by The Media Audit, a semi-annual report on Milwaukee radio stations, found that of the 82,000 individuals listed as college educated professionals, 8.1 percent indicated they listened to WMSE.—This was in the



Photo by Jody Hietpas

top 10 of all Milwaukee radio stations.

When asked about reinstating the 12 p.m. to 6 a.m. time slot, Betts indicated that a combined decision by the WMSE Executive Committee and the school itself would be required before this could occur. And, a survey conducted by the MSOE public relations department in June of 1989 indicated that many students want a return to this format.

This survey also indicated that an increase in the signal strength (or an increase in the broadcast area) was a main concern by many of the respondents. Betts again indicated that this is an area that is being looked into by the Executive Committee and the school. A final decision will be made in the near future.

Betts emphasized that training

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Heroes

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built in just one week in Milwaukee, and about 20 old, rundown homes have already been rehabilitated. Thousands of families here and abroad now have affordable housing as a result of this largely volunteer effort. And among the most dedicated and faithful volunteers stand Jimmy and Rosalynn Carter, working 12-hour days for a week or more every summer.

By the way, the Carters are not on my list of heroes because of their participation in Habitat projects. They have certainly been one of the key reasons for the rapid growth of Habitat, but their contributions to humanity go much farther. It is becoming clear to the world that the Carters exemplify service to mankind as opposed to the self-serving behavior of some far more popular international figures.

Yes, I am aware that the first two men on my list, Kennedy and King, were unfaithful to their wives. And one-time F.B.I. Director J. Edgar Hoover even had some people convinced that Dr. King was a communist. So I don't expect you to

agree with all of my above abbreviated list of heroes. I do hope that you will see that my main reason for this article is to get you to ask how you can be of service to make a better world.

There are many opportunities for service. You can get involved by joining a service organization such as CIVITAN International or ROTARY International, or you can do it less formally as a Big Brother or Big Sister or by working on community projects such as Habitat for Humanity. Perhaps you prefer to work through a local, state or federal agency or through your own church. There are numerous worthwhile causes and projects; pick one and get involved. And don't be surprised if you actually get more out of it than you put into it.

Dr. King said it so very well—"I can never be what I ought to be until you are what you ought to be, and you can never be what you ought to be until I am what I ought to be." Let us all strive to help others be all they can be. **i**

WMSE

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is being done to improve the professionalism of the d.j.'s. "Because of the short time slots that the d.j.'s are in, they do not get experience that is required to read news or information on WMSE." However, he stressed, "being a d.j. at WMSE does not require experience." And, he added, "more training is being done to refine them and give them a professional edge."

Tim Noble, an eight year veteran with the station, emphasized also that "training is an on-going thing" at WMSE. Adding that the replacement of old equipment such as tape decks and recording equipment used to play tapes of local bands would aid in improving the professionalism.

For WMSE to continue as Milwaukee's "alternative station," the hard work by many of its people must continue. Through WMSE, MSOE is "advertised" to the Milwaukee area. And, as Betts stated when asked if listeners associate WMSE with MSOE, "Of course, we let them know it enough." **i**

A Farewell to MSOE

by Daniel J. Bodoh

From my small square of "green space" on the mall, I can see the buildings of MSOE. There are many parallels between these buildings and my experience at MSOE.

I can see that MSOE is dwarfed by the many other downtown buildings. MSOE is a small, caring school. The admissions office sold me a school with a "low student-teacher ratio and teachers that really care." And I soon found out that was true.

There are some excellent professors at MSOE. These professors consider education something more than just a lecture. They encourage student input, student "thinking."

These professors listen to the student. And it's these professors that I'd like to thank for my education.

As I look to my right, I see the stairs at the back of the science building. MSOE has helped me to climb the stairs towards maturity through the organizations and activities that I have participated in. Student organizations would not be in existence without the hard work of the student life office. The student life office deserves a lot of credit for its continual support of the students. It is one of the best offices on campus.

To my left I see the library, the traditional place of free inquiry. I

thank those in the administration who are willing to listen to the students, and act on what they hear. It's these people that are more interested in the product of the school than the image of the school.

And, as I look at the pillars supporting the bridge over the mall, I think of my family and friends who have supported me through college, and who will continue to support me in the future. Their help and advice has been greatly appreciated.

MSOE, I thank you.

Farewell.